

Message Text

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PAGE 01 STATE 139701
ORIGIN COME-00

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COM/O / TRALAS /LPSILLOWAY
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-----050014 021341Z /43

O 021328Z JUN 78
FM SECSTATE WASHDC
TO AMEMBASSY WELLINGTON IMMEDIATE
AMCONSUL SYDNEY IMMEDIATE
AMEMBASSY CANBERRA PRIORITY
AMCONSUL AUCKLAND PRIORITY

UNCLAS STATE 139701

E.O. 11652: N/A

TAGS:BEXP, NZ, AS

SUBJECT: VISIT OF USDOC DEPUTY ASSISTANT SECRETARY FOR
EXPORT DEVELOPMENT, W. DEAN MORAN

REF: WELLINGTON 02844

THE FOLLOWING BIOGRAPHIC SKETCH IS PROVIDED FOR POSTS
INFORMATION AND USE IN PUBLICIZING SECRETARY MORAN'S VISIT.

1. W. DEAN MORAN IS DEPUTY ASSISTANT SECRETARY OF EXPORT
DEVELOPMENT IN THE INDUSTRY AND TRADE ADMINISTRATION (ITA)
OF THE U.S. DEPARTMENT OF COMMERCE. IN THIS CAPACITY, HE
ALSO SERVES AS THE DIRECTOR OF THE BUREAU OF EXPORT
DEVELOPMENT (BED).

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2. BED HAS THE PRIMARY RESPONSIBILITY FOR DEVELOPING AND
IMPLEMENTING U.S. FEDERAL GOVERNMENT SPONSORED EXPORT
PROMOTION PROGRAMS. THESE PROGRAMS INCLUDE A WIDE VARIETY
OF INSTRUCTIONAL AND INFORMATION SERVICES AND OVERSEAS
EVENTS WHICH ENCOURAGE AND DIRECTLY FACILITATE U.S.
COMPANIES' EFFORTS TO ENTER INTERNATIONAL MARKETS, OR, IF
THEY ARE ALREADY SELLING OVERSEAS, TO EXPAND THEIR VOLUME

OF EXPORT SALES.

3. PRIOR TO JOINING THE DEPARTMENT OF COMMERCE, MR. MORAN WAS VICE PRESIDENT AND GENERAL MANAGER OF THE FOODS DIVISION OF THE LEVER BROTHERS COMPANY IN NEW YORK. HE WAS PROMOTED TO THAT POSITION FROM THE JOB AS MARKETING VICE PRESIDENT OF THE FOODS DIVISION, POSITION HE HELD DURING 1972-1973. DURING THE PERIOD 1957 TO 1972, HE WORKED FOR GENERAL MILLS, INC. IN MINNEAPOLIS, MINNESOTA, PROGRESSING FROM MERCHANDISING ASSISTANT TO DIRECTOR OF CEREAL MARKETING.

4. MR. MORAN WAS BORN IN MINNEAPOLIS, JULY 22, 1935. HE IS A GRADUATE OF THE UNIVERSITY OF MINNESOTA. HE IS MARRIED AND THE FATHER OF FOUR CHILDREN. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
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Concepts: n/a
Control Number: n/a
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Draft Date: 02 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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To: WELLINGTON SYDNEY MULTIPLE
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